

Message Text

UNCLASSIFIED

PAGE 01 ABU DH 00178 190806Z

16

ACTION NEA-06

INFO OCT-01 ISO-00 EB-05 RSC-01 DRC-01 /014 W

----- 085390

R 190630Z FEB 74

FM AMEMBASSY ABU DHABI

TO USDOC WASHDC WASHDC

INFO AMEMBASSY AMMAN

AMEMBASSY BEIRUT

AMEMBASSY JIDDA

AMEMBASSY KUWAIT

SECSTATE WASHDC 1308

UNCLAS ABU DHABI 0178

USDOC FOR TRADE MISSIONS FROM HEARN; AMMAN FOR HEARN;
KUWAIT PASS DOHA

EO 11652: NA

TAGS: BEXP, TC

SUBJ: EDUCATIONAL EQUIPMENT AND MATERIALS TRADE MISSION

1. MISSION RESULTS UAE: ACTUAL SALES DURING EVENT
\$34,000; PROJECTED 12 MONTHS-\$4,520,000 (AS IN KUWAIT,
DRAGSTREM INC. ACCOUNTS FOR \$4.1 MILLION OF TOTAL).
OVER THIRTY SUBSTANTIVE LEAEC DEVELOPED, 6 AGENCY AGREE-
MENTS EXPECTED BE SIGNED WITHIN YEAR AS RESULT OF VISIT.
AS IN EARLIER STOPS, MEMBERS NOT DISCOURAGED BY RELATIVELY
LOW SALES PROJECTIONS FIRST YEAR, BUT IN FACT ENCOURAGED
BY LONGER RANGE POTENTIAL. MEMBERS STRONGLY APPRECIATIVE
OF EXCELLENT PREPARATION AND SUPPORT BY ECONOMIC/COMMER-
CIAL OFFICER HOWELL AND STAFF AND CHARGE GRIFFIN, WHO
INVOLVED HIMSELF IN MISSION PROTOCOL VISITS.

2. FEW ROUGH SPOTS NOTED BY MEMBERS, BUT NOT IN CRITICAL VEIN
BECAUSE OF UNDERSTANDING OF PARTICULAR DIFFICULTIES IN
SCHEDULING MISSION HERE, PARTICULARLY IN SHORT TIME
ALLOWED. AS IN RIYADH AND KUWAIT, WE GRATIFIED BY
FRIENDLINESS AND OPENNESS OF RECEPTION BY GOVT AND
BUSINESS AND BY THEIR FAILURE INTERJECT POLITICAL ISSUES
UNCLASSIFIED

UNCLASSIFIED

PAGE 02 ABU DH 00178 190806Z

INTO COMMERCIAL DEALINGS. PROTOCOL VISIT WITH MINISTER

EDUCATION BY CHARGE AND DIRECTOR WAS CLEAR SIGNAL OF GOVT INTEREST IN US CONTRIBUTION TO EDUCATIONAL DEVELOPMENT IN UAE. FULL SUPPORT RECEIVED FROM ABU DHABI CHAMBER OF COMMERCE, WHICH ALSO HOSTED MISSION AT LUNCHEON FEB 12. DIRECTOR INVITED ATTEND SESSION OF CHAMBER ADMIN COUNCIL EVENING FEB 11 (DETAILS IN DIRECTOR'S FINAL REPORT). DUBAI CHAMBER LESS EFFECTIVE FOR MISSION, BUT LACK THEIR SUPPORT DID NOT AFFECT MISSION IN VIEW SUPPORT OF DUBAI GOVT. LATTER SUPPLIED TWO CARS FOR MISSION MEMBERS FOR ENTIRE DUBAI VISIT.

3. MISSION RECEIVED IN DUBAI BY MINISTER DEFENCE SHAIKH MOHAMMED BIN RASHID AL-MAKTOUM, WHO AT TIME ACTING IN PLACE HIS FATHER, RULER OF DUBAI, WHO WAS OUT OF COUNTRY. MEMBERS ALL IMPRESSED BY RECEPTION HERE AND FOUND GREATER POTENTIAL THAN EXPECTED.

4. ESTIMATE BUDGET FOR UAE \$900. SUGGEST NO WITHDRAWAL IN ORDER ALLOW POSSIBLE SLIPPAGES.

5. LACK OF TIME PREVENTED REPORT OF OVERALL IMPRESSIONS MISSION. WILL DO SO AT NEXT STOP.

6. EMB COMMENT:

A. DRAGSTREM SALES PROJECTIONS HERE PARA 1 AND IN KUWAIT BASED ON MINIMUM ORDER 1000 UNITS (I.E. DOLS 40,000 EACH). ALTHOUGH DRAGSTREM STATES HE PREFERS NOT TO SELL TRANSLATED VERSION HIS FILM CASSETTES IN THIS MARKET IN QUANTITY LESS THAN 1000, WE BELIEVE HE MIGHT BE WILLING CONSIDER SUPPLY OF SMALLER ORDER IF FIRM SALES OPPORTUNITY RECEIVED. NOTE: THIS COMMENT NOT FOR PUBLICATION.

B. DURING PROTOCOL VISIT ON UAE MIN EDUCATION TARYAM BY MISSION DIRECTOR AND CHARGE (PARA2), MIN REVEALED SOME INTERESTING STATISTICS WHICH TEND TO SUPPORT ASSESSMENT THAT UAE OFFERS ATTRACTIVE LONGER RANGE MARKET FOR US EDUCATION EQUIPMENT AND MATERIALS. FOR EXAMPLE, NUMBER OF STUDENTS IN UAE SCHOOL SYSTEM HAS INCREASED FROM 16,000 IN 1971 (IMMEDIATELY PRIOR TO INDEPENDENCE WHEN KUWAIT PRIMARILY RESPONSIBLE FOR EDUCATION IN SIX NORTHERN UNCLASSIFIED

UNCLASSIFIED

PAGE 03 ABU DH 00178 190806Z

STATES) TO MORE THAN 50,000 NOW. THIS FIGURE EXPECTED RISE TO 80,000 BY 1980. 1973 BUDGET FOR MINY EDUCATION AMOUNTS TO DH 100 MILL (DOLS 39,498,000) AND PROJECTION FOR 1974 IS ABOUT DH 300 MILL (DOLS 118,440,000). SCHOOL BUILDING PROGRAM ALSO EXPECTED ACCELERATE SHARPLY IN NEXT FEW YEARS.
GRIFFIN

UNCLASSIFIED

NNN

Message Attributes

Automatic Decaptioning: X
Capture Date: 01 JAN 1994
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Draft Date: 19 FEB 1974
Decaption Date: 01 JAN 1960
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Authority: n/a
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01 JAN 1960
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
Document Number: 1974ABUDH00178
Document Source: CORE
Document Unique ID: 00
Drafter: n/a
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Film Number: n/a
From: ABU DHABI
Handling Restrictions: n/a
Image Path:
ISecure: 1
Legacy Key: link1974/newtext/t19740225/aaaaaxrk.tel
Line Count: 114
Locator: TEXT ON-LINE
Office: ACTION NEA
Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 3
Previous Channel Indicators:
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: n/a
Review Action: RELEASED, APPROVED
Review Authority: kelleyw0
Review Comment: n/a
Review Content Flags:
Review Date: 27 FEB 2002
Review Event:
Review Exemptions: n/a
Review History: RELEASED <27 FEB 2002 by elbezefj>; APPROVED <02 DEC 2002 by kelleyw0>
Review Markings:

Declassified/Released
US Department of State
EO Systematic Review
30 JUN 2005

Review Media Identifier:
Review Referrals: n/a
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
Secure: OPEN
Status: NATIVE
Subject: EDUCATIONAL EQUIPMENT AND MATERIALS TRADE MISSION
TAGS: BEXP, TC
To: STATE
Type: TE
Markings: Declassified/Released US Department of State EO Systematic Review 30 JUN 2005